



## (B) Economic Development

### Purpose

This element was prepared in accordance with guidelines of the Minimum Planning Standards for Economic Development and was written to assist in identifying trends with Carrollton's economic base, labor force characteristics, local opportunities, and economic resources. This data provides a basis for determining economic needs and goals for the city that, in combination with information from other data and mapping specification of this document, lead to strategies for the economic health of Carrollton.

Most economic data collected by state and federal government agencies is compiled at the county, rather than the city, level. For this reason, the information within this section is based on local, as well as, county and state statistics. In addition, various figures throughout this section were derived from studies performed by the Carroll County Chamber of Commerce and Carroll Tomorrow. Specifically, *The Carroll County Economic Profile*, *Carroll County Community Capacity Assessment* and the *Carroll County Profile of Target Business Clusters*.

More specifically, this section takes a general inventory of:

- Economic Base
  - Employment by Industry
  - Comparison to State
  - Comparison to Nation
- Labor Force
  - Employment Status
  - Occupations
  - Personal Income
  - Wages
  - Commuting Patterns
- Economic Resources
  - Development Agencies
  - Programs
  - Tools
  - Education
  - Training
- Economic Trends
  - Sector Trends
  - Major Employers



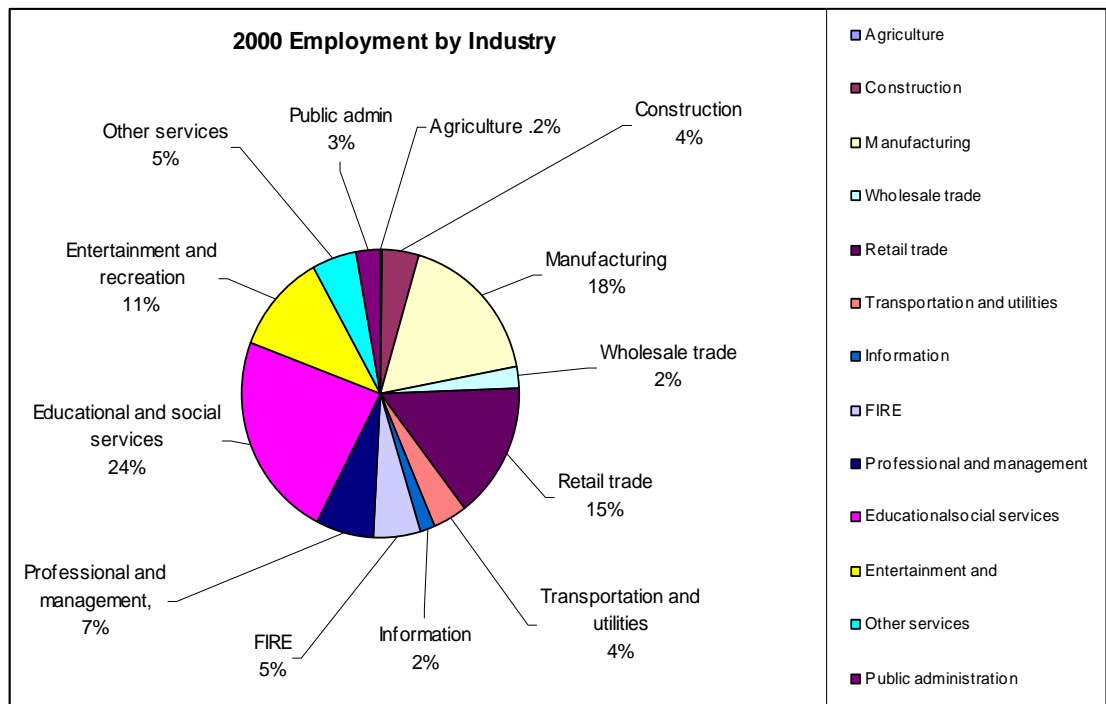
## 1. Economic Base

### 1.1 Employment by Industry

Much of the following information uses the term "industry." The federal government classifies local industries and businesses into the following major "sectors," including:

- Agriculture, forestry, fishing and hunting, and mining
- Construction
- Manufacturing
- Wholesale trade
- Retail trade
- Transportation and warehousing, and utilities
- Information
- Finance, insurance, real estate, and rental and leasing
- Professional, scientific, management, administrative, and waste management services
- Educational, health and social services
- Arts, entertainment, recreation, accommodation and food services
- Other services (except public administration)
- Public administration

**2000 Employment by Industry City of Carrollton**





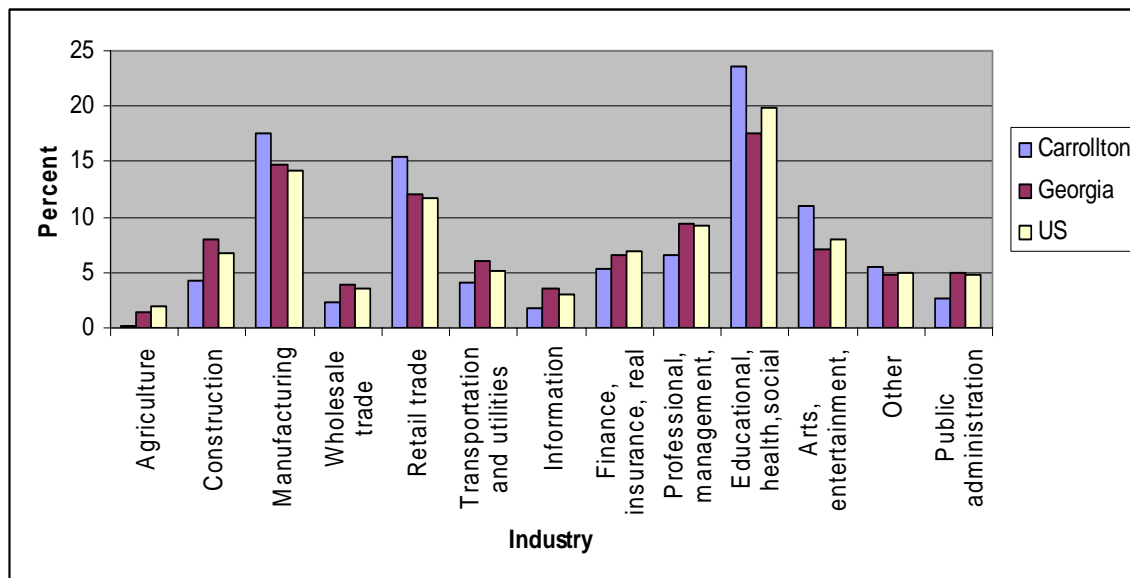
## 1.2 Comparison to State & Nation

### Industry Comparison

INDUSTRY	City of Carrollton		Georgia		US	
	number	percent	number	percent	number	percent
Agriculture	18	0.2%	53,201	1.4%	2,426,053	1.9%
Construction	386	4.3%	304,710	7.9%	8,801,507	6.8%
Manufacturing	1,554	17.5%	568,830	14.8%	18,286,005	14.1%
Wholesale trade	205	2.3%	148,026	3.9%	4,666,757	3.6%
Retail trade	1,364	15.4%	459,548	12%	15,221,716	11.7%
Transportation and warehousing, and utilities	351	4%	231,304	6%	6,740,102	5.2%
Information	149	1.7%	135,496	3.5%	3,996,564	3.1%
Finance, insurance, real estate, and rental/lease	477	5.4%	251,240	6.5%	8,934,972	6.9%
Professional, scientific, management/admin	590	6.6%	362,414	9.4%	12,061,865	9.3%
Educational, health and social services	2,086	23.5%	675,593	17.6%	25,843,029	19.9%
Arts, entertainment, recreation,	973	11%	274,437	7.1%	10,210,295	7.9%
Other services (except public administration)	484	5.5%	181,829	4.7%	6,320,632	4.9%
Public administration	239	2.7%	193,128	5%	6,212,015	4.8%

2000 US Census

### Local Industry Comparison to State and US



2000 US Census



## 2. Labor Force

Several sources for determining labor statistics for the City of Carrollton were considered. The Georgia Department of Labor maintains statistics on a City, County, State, as well as, on a regional scale and on a yearly, quarterly and in some cases a monthly basis. For this reason, the majority of the labor force data was derived from the Georgia Department of Labor. To provide consistency with other means of measuring overall statistical information, however, labor statistics from the 2000 US Census was also included.

**1990 & 2000 Labor Force Participation**

Category	1990	2000
<b>Total Males and Females</b>	13,202	16,357
<b>In labor force:</b>	7,989	9,550
<b>Civilian Labor force</b>	7,972	9,521
<b>Civilian Employed</b>	7,373	8,876
<b>Civilian unemployed</b>	599	645
<b>In Armed Forces</b>	17	29
<b>Not in labor force</b>	5,213	6,807
<b>Total Males</b>	5,963	7,405
<b>Male In labor force:</b>	3,908	4,603
<b>Male Civilian Labor force</b>	3,908	4,574
<b>Male Civilian Employed</b>	3,685	4,314
<b>Male Civilian unemployed</b>	223	260
<b>Male In Armed Forces</b>	0	29
<b>Male Not in labor force</b>	2,055	2,802
<b>Total Females</b>	7,239	8,952
<b>Female In labor force:</b>	4,081	4,947
<b>Female Civilian Labor force</b>	4,064	4,947
<b>Female Civilian Employed</b>	3,688	4,562
<b>Female Civilian unemployed</b>	376	385
<b>Female In Armed Forces</b>	17	0
<b>Female Not in labor force</b>	3,158	4,005

1990 & 2000 US Census



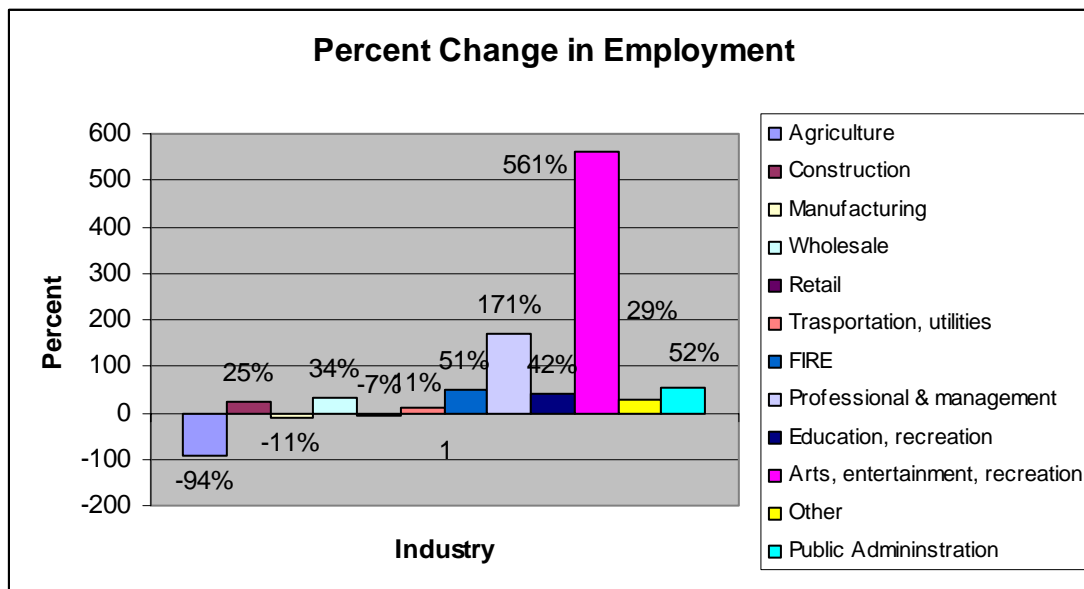
## 2.1 Employment Status

City of Carrollton Employed Population and % Change

Category	1990	1995	2000	2005	1990-2005% change
<b>Total Employed Civilian Population</b>	7,373	8,125	8,876	9,601	30.20
<b>Agriculture</b>	137	78	18	8	-94.20
<b>Construction</b>	322	354	386	405	25.80
<b>Manufacturing</b>	1,757	1,656	1,554	1,550	-11.80
<b>Wholesale Trade</b>	316	261	205	208	34.20
<b>Retail Trade</b>	1,558	1,461	1,364	1,442	-7.40
<b>Transportation &amp; utilities</b>	322	337	351	360	11.80
<b>Finance, Insurance, &amp; Real Estate</b>	356	417	477	539	51.40
<b>Professional, management</b>	259	425	590	703	171.40
<b>Educational, health and social services</b>	1,573	1,830	2,086	2,245	42.70
<b>entertainment, recreation,</b>	172	573	973	1,136	560.50
<b>Other Services</b>	430	457	484	558	29.80
<b>Public Administration</b>	171	205	239	261	52.60

1990 & 2000 US Census

1990-2005 Percent Change in Employment by Industry



2000 US Census



## 2.2 Occupations

Carroll County Occupation Change 1990-2004

Sector	Employment, 1990	Employment, 2004	Employment Change	Percent Growth, 1990 - 2004
Education and Health Services	3,349	8,377	5,028	150.1
Manufacturing	10,439	7,046	-3,393	-32.5
Trade, Transportation, and Utilities	4,425	6,419	1,994	45.1
Leisure and Hospitality	1,599	2,895	1,296	81.1
Construction	1,259	1,953	694	55.1
Professional and Business Services	1,390	1,673	283	20.4
Public Administration	143	1,368	1,225	856.6
Financial Activities	818	1,331	513	62.7
Other Services	516	566	50	9.7
Information	275	444	169	61.5
Natural Resources and Mining	85	251	166	195.3
	<b>24,298</b>	<b>32,323</b>	<b>8,025</b>	

U.S. Bureau of Labor Statistics' Census of Employment and Wages

## 2.3 Personal Income

Household Income in 1999

<b>Total Households</b>	<b>7,287</b>	<b>100</b>
Less than \$10,000	1,342	18.4%
\$10,000 to \$14,999	864	11.9%
\$15,000 to \$24,999	1,200	16.5%
\$25,000 to \$34,999	781	10.7%
\$35,000 to \$49,999	1,031	14.1%
\$50,000 to \$74,999	957	13.1%
\$75,000 to \$99,999	475	6.5%
\$100,000 to \$149,999	371	5.1%
\$150,000 or more	266	3.6%
Median household income	\$27,559	(X)

2000 US Census

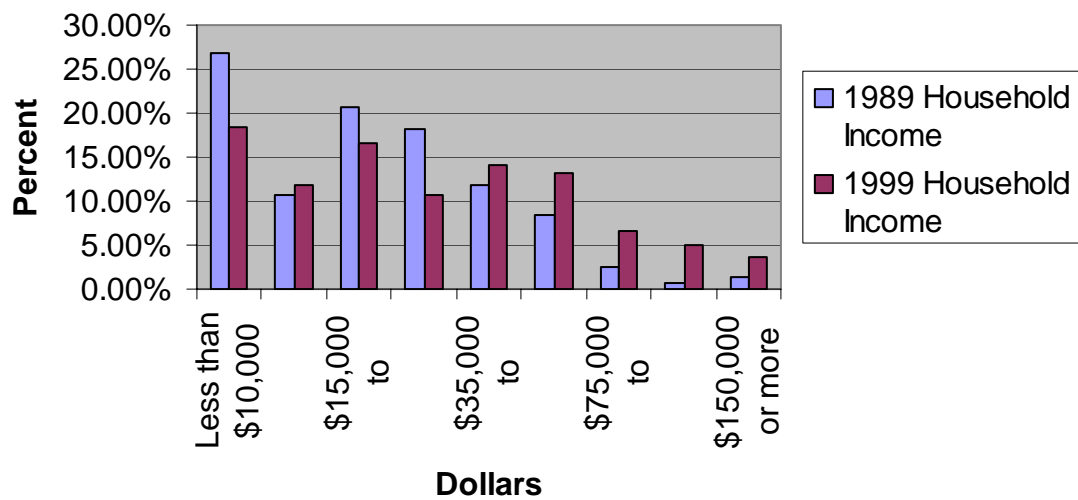


#### Household Income in 1989

Total Households	5766	100%
Less than \$10,000	1,553	26.9%
\$10,000 to \$14,999	614	10.7%
\$15,000 to \$24,999	1196	20.7%
\$25,000 to \$34,999	1045	18.1%
\$35,000 to \$49,999	680	11.8%
\$50,000 to \$74,999	490	8.5%
\$75,000 to \$99,999	151	2.6%
\$100,000 to \$149,999	37	.6%
\$150,000 or more	75	1.3%
Median household income		(x)

1990 US Census

#### City of Carrollton 1989 & 1999 Household Income Comparison



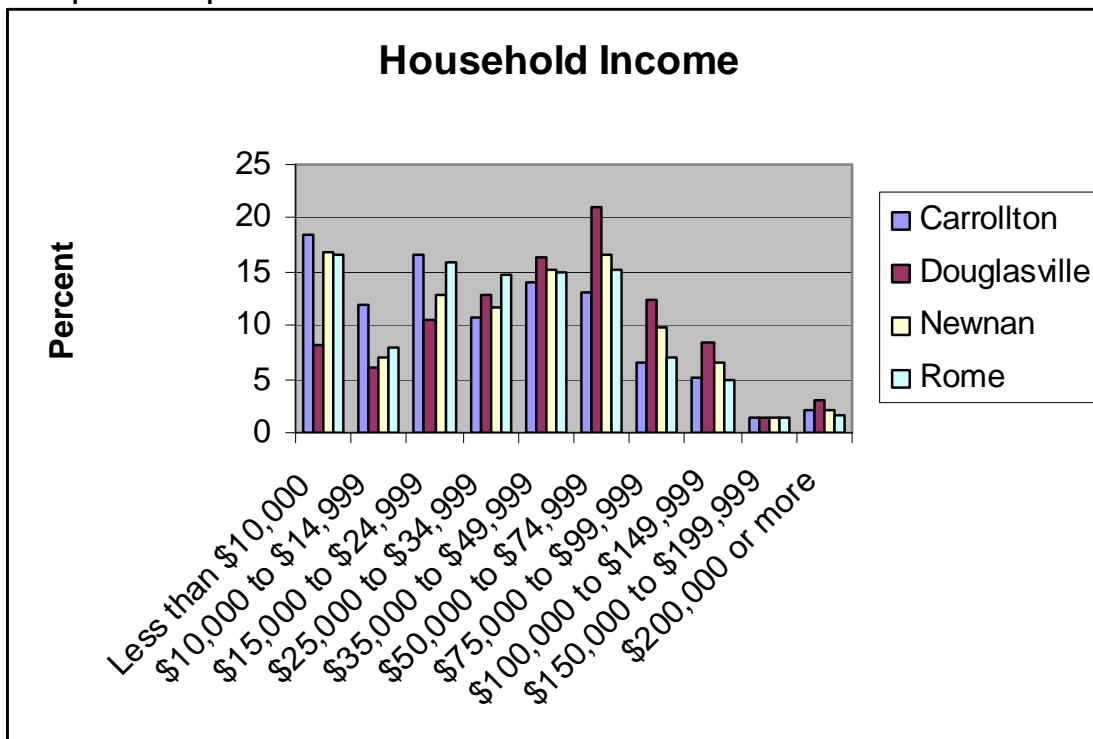


### Comparison of Household Income in 1999

INCOME IN 1999	Carrollton	Douglasville	Newnan	Rome
<b>Households</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Less than \$10,000	18.4	8.2	16.9	16.6
\$10,000 to \$14,999	11.9	6	7	7.9
\$15,000 to \$24,999	16.5	10.5	12.8	16
\$25,000 to \$34,999	10.7	12.9	11.6	14.7
\$35,000 to \$49,999	14.1	16.3	15.2	14.9
\$50,000 to \$74,999	13.1	21	16.7	15.1
\$75,000 to \$99,999	6.5	12.4	9.7	7
\$100,000 to \$149,999	5.1	8.5	6.5	5
\$150,000 to \$199,999	1.4	1.3	1.5	1.4
\$200,000 or more	2.2	3	2	1.6
Median household income	\$27,559	45,289	36,142	30,930

2000 US Census

### Comparison Graph House Hold Income in 1999



2000 US Census





## 2.4 Family Income

### Family Income in 1999

<b>Total Families</b>	<b>4,060</b>	<b>100%</b>
Less than \$10,000	422	10.4%
\$10,000 to \$14,999	339	8.3%
\$15,000 to \$24,999	645	15.9%
\$25,000 to \$34,999	437	10.8%
\$35,000 to \$49,999	589	14.5%
\$50,000 to \$74,999	658	16.2%
\$75,000 to \$99,999	392	9.7%
\$100,000 to \$149,999	331	8.2%
\$150,000 or more	247	6%
Median family income (dollars)	39,143	(X)

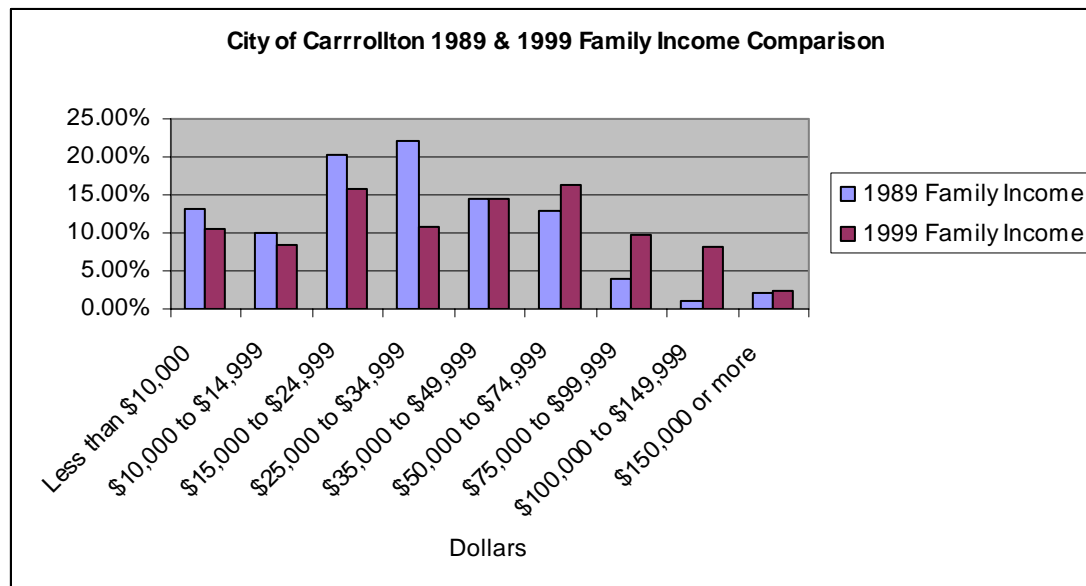
2000 US Census

### Family Income in 1989

<b>Total Households</b>	<b>3377</b>	<b>100%</b>
Less than \$10,000	447	13.2%
\$10,000 to \$14,999	336	10%
\$15,000 to \$24,999	685	20.3%
\$25,000 to \$34,999	744	22%
\$35,000 to \$49,999	494	14.6%
\$50,000 to \$74,999	431	12.8%
\$75,000 to \$99,999	136	4%
\$100,000 to \$149,999	37	1.1%
\$150,000 or more	67	2%
Median household income	27,439	(x)

1990 US Census

### Family Income Comparison



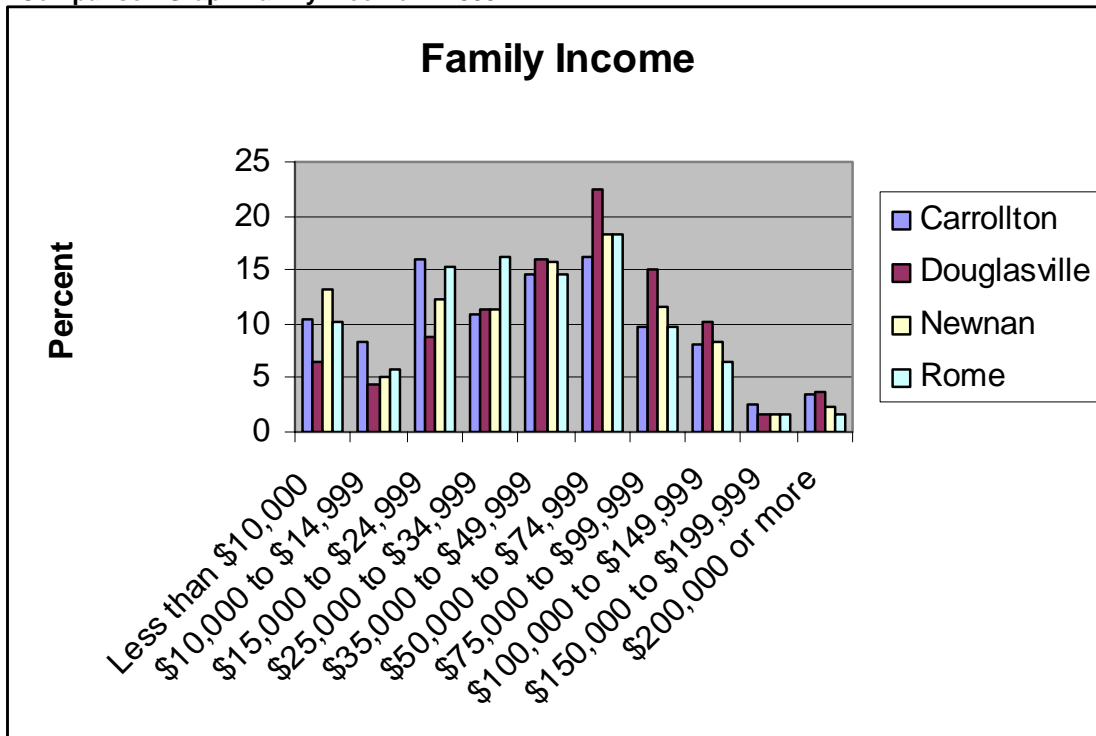


### Comparison of Family Income in 1999

INCOME IN 1999	Carrollton	Douglasville	Newnan	Rome
<b>Families</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Less than \$10,000	10.4%	6.4%	13.3%	10.1%
\$10,000 to \$14,999	8.3%	4.5%	5.2%	5.8%
\$15,000 to \$24,999	15.9%	8.9%	12.3%	15.3%
\$25,000 to \$34,999	10.8%	11.3%	11.3%	16.2%
\$35,000 to \$49,999	14.5%	15.9%	15.8%	14.6%
\$50,000 to \$74,999	16.2%	22.4%	18.3%	18.4%
\$75,000 to \$99,999	9.7%	15%	11.5%	9.7%
\$100,000 to \$149,999	8.2%	10.3%	8.4%	6.5%
\$150,000 to \$199,999	2.5%	1.6%	1.7%	1.7%
\$200,000 or more	3.5%	3.7%	2.3%	1.7%
Median family income (dollars)	39,143	52,340	43,243	37,775
Per capita income (dollars)	16,803	22,283	19,081	17,327

2000 US Census

### Comparison Graph Family Income in 1999



2000 US Census



## 2.5 Wages

**Carrollton city: Per Capita Income (in dollars)**

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Per Capita Income	5,378	8,513	11,647	14,225	16,803	19,659	22,516	25,372	28,228	31,084

## 2.6 Commuting Patterns

**2000 - Place of Work for Workers 16 Years and Over**

Total:	8,646
Worked in state of residence:	8,508
Worked in county of residence	6,333
Worked outside county of residence	2,175
Worked outside state of residence	138

2000 US Census

According to 2000 US Census, the City of Carrollton had 8,646 persons aged 16 and over, 73% of which that worked in Carrollton or Carroll County. 2,175 persons aged 16 and over, or 25%, worked outside the county. In short, one in four of the City of Carrollton's population aged 16 and over commutes outside of Carroll County to their place of employment.

In comparison, in 2000 approximately 61% of the residents of the City of Douglasville worked outside of Douglas County and 38% of the City of Newnan's population worked outside of Coweta County.

**2000- Place of Work for Workers 16 Years and Over - Municipal Comparison**

	Carrollton	Douglasville	Newnan
Total:	8,646	9,369	6,963
Worked in state of residence:	8,508	9,312	6,954
Worked in county of residence	6,333	3,580	4,275
Worked outside county of residence	2,175	5,732	2,679
Worked outside state of residence	138	57	9
<b>% working outside of county</b>	<b>25%</b>	<b>61%</b>	<b>38%</b>

2000 US Census

**1990 – Place of Work for Workers 16 Years and Over - Municipal Comparison**

	Carrollton	Douglasville	Newnan
Total	7,141	5,621	4,978
Worked in state of residence	7,064	5,555	4,928
Worked in county of residence	5,628	2,169	3,753
Worked outside county of residence	1,436	3,386	1,175
Worked outside State of residence	77	66	50
<b>% working outside of county</b>	<b>20%</b>	<b>60%</b>	<b>24%</b>

1990 US Census



Residents of the City of Carrollton aged 16 and over commuting to jobs outside Carroll County increased 5% during the 1990's.

**1990 & 2000 - Means of Transportation to Work, City of Carrollton**

Year:	2000	1990
Car, truck, or van:	7,843	6,465
Drove alone	6,728	5,217
Carpooled	1,115	1,248
Public transportation:	27	
Bus or trolley bus	20	25
Taxicab	7	17
Motorcycle	22	8
Bicycle	42	38
Walked	450	365
Other means	110	109
Worked at home	152	89

1990 & 2000 US Census



### 3. Economic Resources

#### 3.1 Development Agencies, Programs and Tools

Various public as well private agencies represent the economic development influences of the City of Carrollton. These agencies provide various programs and tools to Carrollton's economic sector, and include:

**Carrollton Main Street** - This program is designed to maintain a health, viable downtown commercial district by directly marketing the city's unique characteristics to new residents, business and visitors. The Carrollton Main Street program also provides direct support to downtown merchants and assists in organizing yearly events.

**Carroll County Chamber of Commerce** – The Chamber offers various resources to the business community of Carrollton, and includes: site selection for new facility needs, small business assistance, educational opportunities, marketing assistance and visitor's information.

**Carroll Tomorrow** is a wide-ranging economic development resource for the City of Carrollton, offering business recruitment, existing business expansion and economic resource information. Carroll Tomorrow established specific goals to reinforce economic opportunities in Carrollton. These goals include:

- Stronger Economy
- Enhancing Our Quality of Life
- Quality Workforce and Education
- Planning & Infrastructure Development
- Local Government Leadership

With the assistance of various business leaders, a number of research documents were produced and are available to the business community of Carroll County. These documents include the development of a *Carroll County Economic Profile*, *Carroll County Community Capacity Assessment* and the *Carroll County Profile of Target Business Clusters*.

Other Economic Development programs and tools include:

- West Georgia Nano Business Alliance
- The Center for New Business Ventures at the University of West Georgia
- Georgia Power Company
- Chattahoochee Flint Regional Development Center
- Georgia Department of Labor, Carrollton Field Office
- The Burson Center Small Business Incubator Small Business Development Center
- Georgia Department of Labor
- Thomas Murphy Center for Public Service, University of West Georgia,



- West Georgia Nano Technology Business Alliance

### ***3.2 Education and Training***

The **University of West Georgia** provides a wide-range of education opportunities. In terms of business development, UWG has several programs that can contribute specifically to the economic progress for Carrollton, including: Computer Science, Applied Departmental Research and the Richards College of Business.

**Carroll Technical Institute** provides the community of Carrollton with a source for local workforce training. With both technical certificates and associate degrees, Carroll Technical offers a broad range of professional and technical programs, including various medical, auto repair and manufacturing and technology certifications.

**West Central Technical College** provides a broad field of technical programs and offer Associate Degrees, High school Diplomas, online education programs, and Technical Certificates.



## 4. Economic Trends

### 4.1 Sector Trends

Between 1990 and 2004, employment in Carroll County increased by 8025 jobs. In terms of employment growth, the most important industry was Education and Health Services (5,028 jobs). It is followed by Trade, Transportation, and Utilities (1,994 jobs), and Leisure and Hospitality (1,296 jobs).

**City of Carrollton Historic and Future Employment by Industry**

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
<b>Total Employed Civilian Population</b>	5,978	6,676	7,373	8,125	8,876	9,601	10,325	11,050	11,774	12,499
<b>Agriculture, Forestry, Fishing, hunting &amp; mining</b>	59	98	137	78	18	8	0	0	0	0
<b>Construction</b>	310	316	322	354	386	405	424	443	462	481
<b>Manufacturing</b>	1,572	1,665	1,757	1,656	1,554	1,550	1,545	1,541	1,536	1,532
<b>Wholesale Trade</b>	193	255	316	261	205	208	211	214	217	220
<b>Retail Trade</b>	1,052	1,305	1,558	1,461	1,364	1,442	1,520	1,598	1,676	1,754
<b>Transportation, warehousing, and utilities</b>	315	319	322	337	351	360	369	378	387	396
<b>Information</b>	NA	NA	NA	NA	149	NA	NA	NA	NA	NA
<b>Finance, Insurance, &amp; Real Estate</b>	228	292	356	417	477	539	602	664	726	788
<b>Professional, scientific, management, administrative, and waste management services</b>	139	199	259	425	590	703	816	928	1,041	1,154
<b>Educational, health and social services</b>	1,451	1,512	1,573	1,830	2,086	2,245	2,404	2,562	2,721	2,880
<b>Arts, entertainment, recreation, accommodation and food services</b>	322	247	172	573	973	1,136	1,299	1,461	1,624	1,787
<b>Other Services</b>	187	309	430	457	484	558	633	707	781	855
<b>Public Administration</b>	150	161	171	205	239	261	284	306	328	350

*US Census Bureau. Projections are based on the average rate of change from 1990-2000*



## 4.2 Major Employers

Major employers of Carroll County are listed below and include both public and private sector organizations

### Carroll County Employee Ranking

Institutions	Number of Employees
Tanner Medical Center	1700
Carroll County School System	1700
Southwire Company	1600
University of West Georgia	1000
Gold Kist	700
Carrollton City School System	532
Carroll County	527
Carrollton, City	411
OFS Brightwave	400
West Central Technical College	378
Trintex	316
Fresh Advantage	300
Flowers Baking Co.	300
Printpack, Inc.	216

Source: Carroll Tomorrow

The City of Carrollton has three principle employers: Tanner Medical Center, Southwire Company and the University of West Georgia. Together, these three private employers provide 56% of the jobs available from the top 10 employers in Carroll County. As such, Carrollton's economic health is closely related to these three industries.